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About CRE

The Center for Retail Enterprises (CRE) serves the East Texas region by developing and disseminating relevant retail knowledge to persons and organizations interested in operating retail businesses in the region.

Retail enterprises include a broad range of businesses. The Center for Retail Enterprises will enhance the retail skill set of the regional workforce and provide knowledge and expertise in economic activities associated with retail exchanges including merchandising, shopper marketing, sales, customer service, pricing and promotion.

Contact

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**Retail Business.
Retail Focus.
Retail Success.**

Retail Business.

CRE Vision

To be the leading provider of retail knowledge in the East Texas region and bridge the gap between academia and retailers by providing education, resources, and opportunities for business success.

Expertise

- Sales Activities
- Customer Service
- Product Pricing
- Product Promotion
- Marketing Research
- Merchandising
- Shopper Marketing

Retail Focus.

Retailers

Welcome to the Center for Retail Enterprises (CRE) presented by the College of Business & Technology at The University of Texas at Tyler. Retailers can look forward to having access to a knowledge base of issues affecting the East Texas region through electronic newsletters, seminars, courses, and consulting projects.

The Center for Retail Enterprises is designed to provide continuing education and professional development to the retail community with a strong emphasis towards small business retailers.

Retail Success.

Retail Lab

The College of Business & Technology has partnered with Brookshire Grocery Company to develop the first-of-its-kind retail lab.

The Brookshire Grocery Company (BGC) Retail Lab provides a hands-on experience for students interested in retail management. The lab consists of 16 student computer stations and a point-of-sale register system with connections to the student computers and BGC to facilitate project management and implementation.

Resources

- Professional consulting from highly qualified faculty from the College of Business & Technology
- Student-conducted marketing research and consulting for retail businesses
- Educational seminars for retailers
- Knowledge base of issues affecting retailers

Need professional assistance or interested in student-based projects?

Email: CRE@uttyler.edu

